

U.S. Army 2005 MWR Leisure Needs Survey



Hunter Army Airfield Georgia

CALIBER
an ICF Consulting Company

BRIEFING OUTLINE

Hunter Army Airfield

□ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

□ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

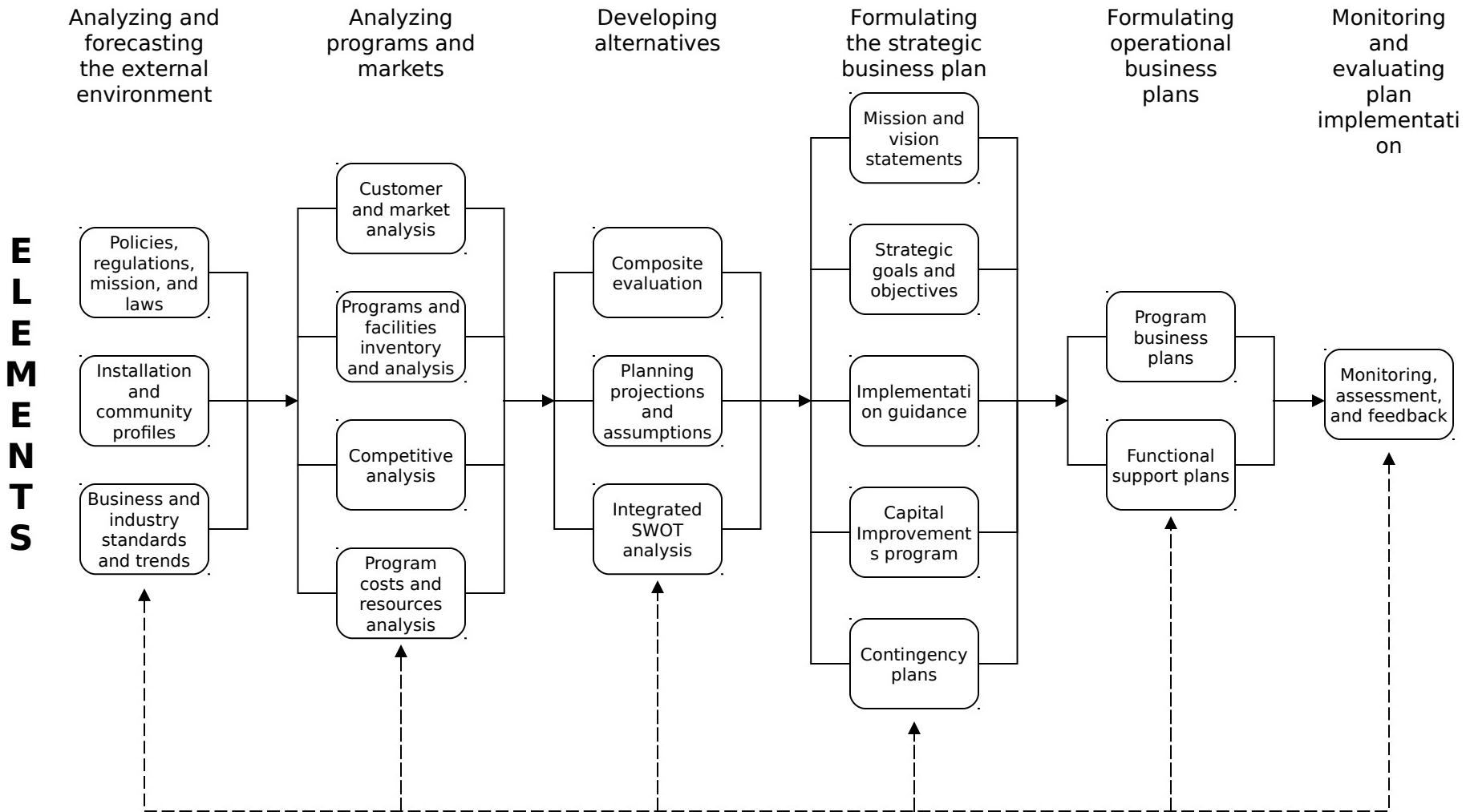
□ NEXT STEPS

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS



METHODOLOGY

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I PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 3,719 surveys were distributed at Hunter Army Airfield



I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Hunter Army Airfield

□ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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I SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	± .43%
Hunter Army Airfield:					
Active Duty	500	1,202	28	2.33%	± 17.99%
Spouses of Active Duty	2,183	1,310	134	10.23%	± 8.20%
Civilian Employees	470	200	25	12.50%	± 19.07%
Retirees	1,706	1,007	216	21.45%	± 6.23%
Total	4,859	3,719	403	10.84%	± 4.67%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

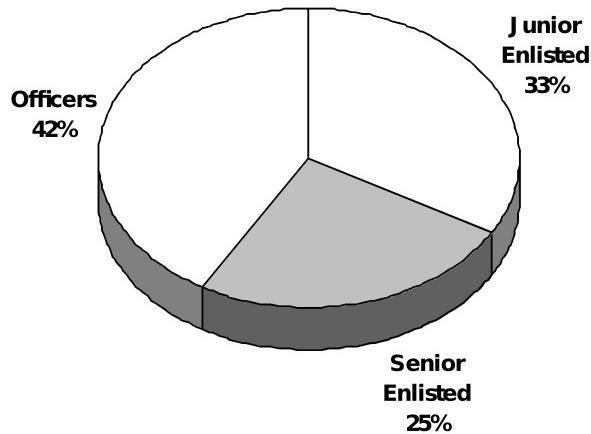
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

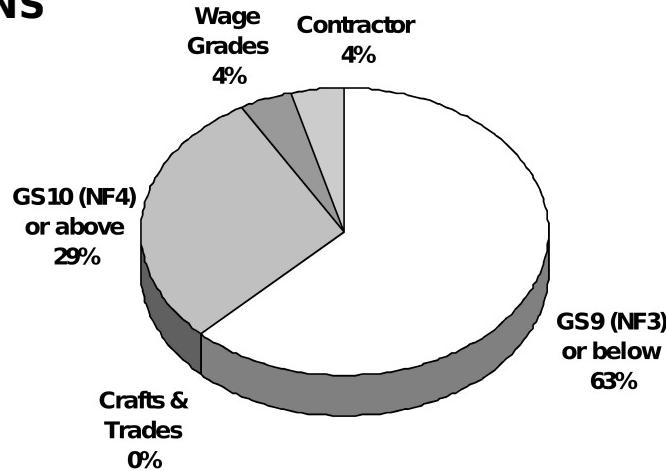
ACTIVE DUTY

(n = 24)



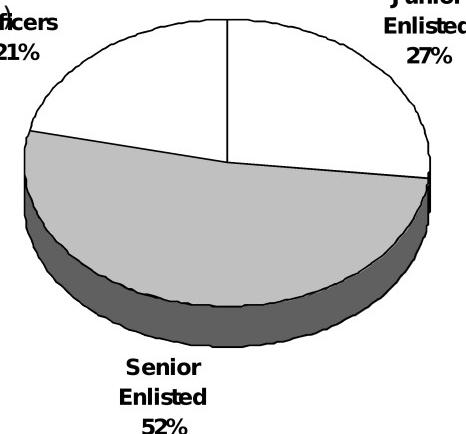
CIVILIANS

(n = 24)



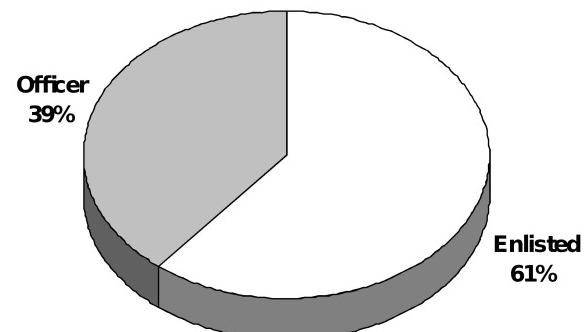
SPOUSES OF ACTIVE DUTY

(n = 112)
Officers



RETIREES

(n = 161)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Hunter Army Airfield

□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT HUNTER ARMY AIRFIELD

Hunter Army Airfield

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	30%
Bowling Center	24%
Bowling Food & Beverage	22%
Golf Course	16%
Post Picnic Area	16%

LEAST FREQUENTLY USED FACILITIES

Cabins & Campgrounds	3%
Multipurpose Sports/Tennis Courts	4%
Marinas	4%
School Age Services	4%
Youth Center	4%

MWR PROGRAMS & FACILITIES: SATISFACTION AT HUNTER ARMY AIRFIELD*

Hunter Army Airfield

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

School Age Services	4.56
Youth Center	4.35
Golf Course Pro Shop	4.25
Marinas	4.24
Golf Course	4.23

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Cabins & Campgrounds	3.36
Multipurpose Sports/Tennis Courts	3.38
Fitness Center/Gymnasium	3.57
Army Lodging	3.63
Athletic Fields	3.76

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT HUNTER ARMY AIRFIELD*

Hunter Army Airfield

FACILITIES WITH HIGHEST QUALITY RATINGS*

School Age Services	4.52
Golf Course Pro Shop	4.30
Golf Course	4.23
Child Development Center	4.20
Youth Center	4.19

FACILITIES WITH LOWEST QUALITY RATINGS*

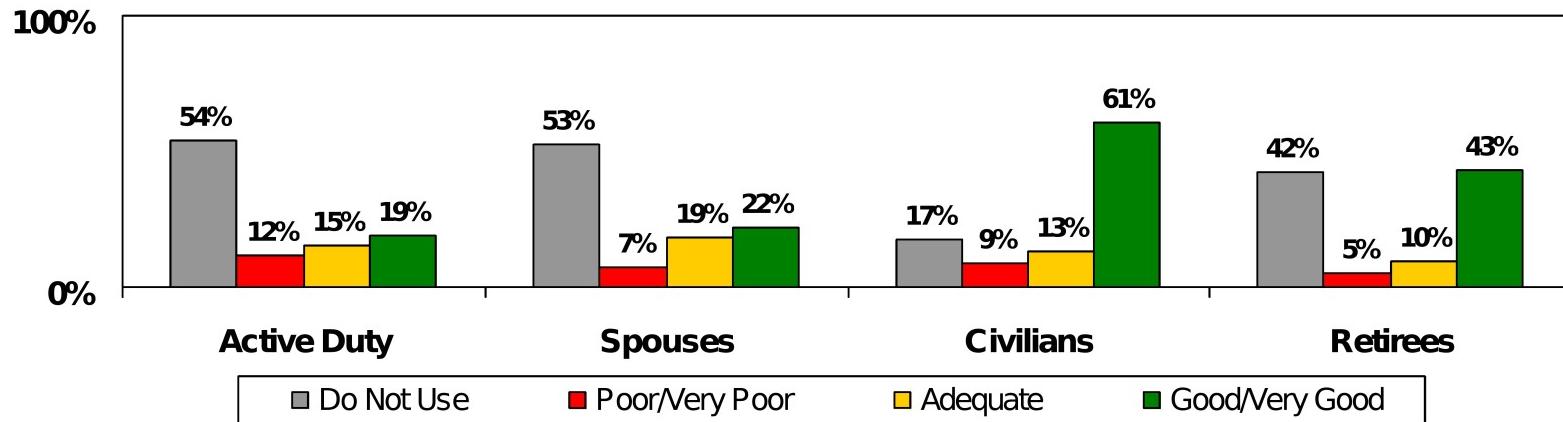
Fitness Center/Gymnasium	3.51
Army Lodging	3.57
Post Picnic Area	3.59
Multipurpose Sports/Tennis Courts	3.59
Athletic Fields	3.61

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

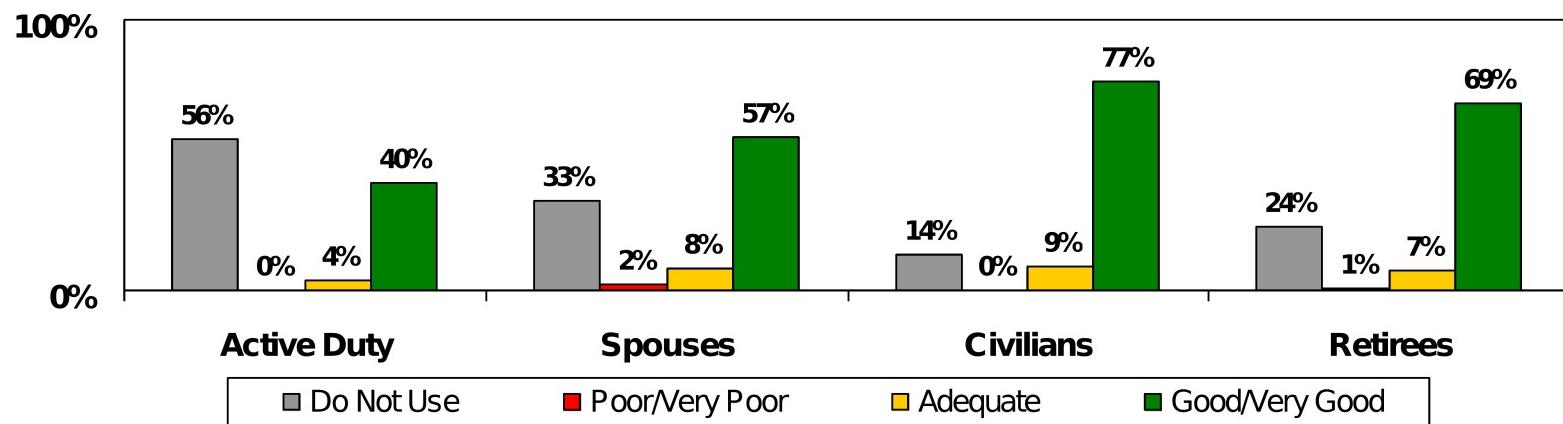
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



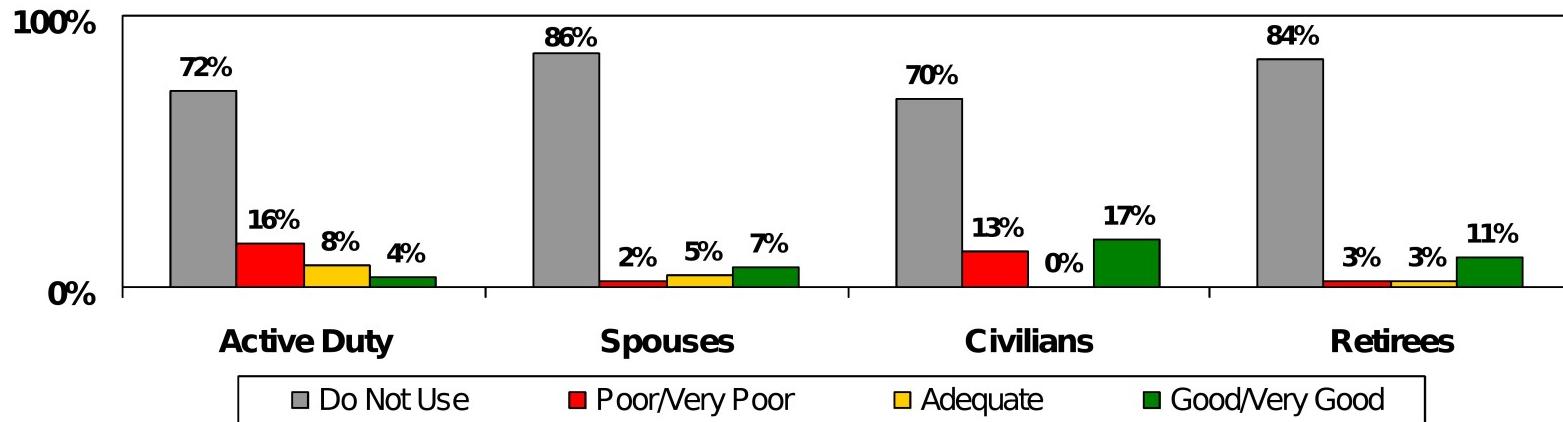
Quality of Off-Post Services



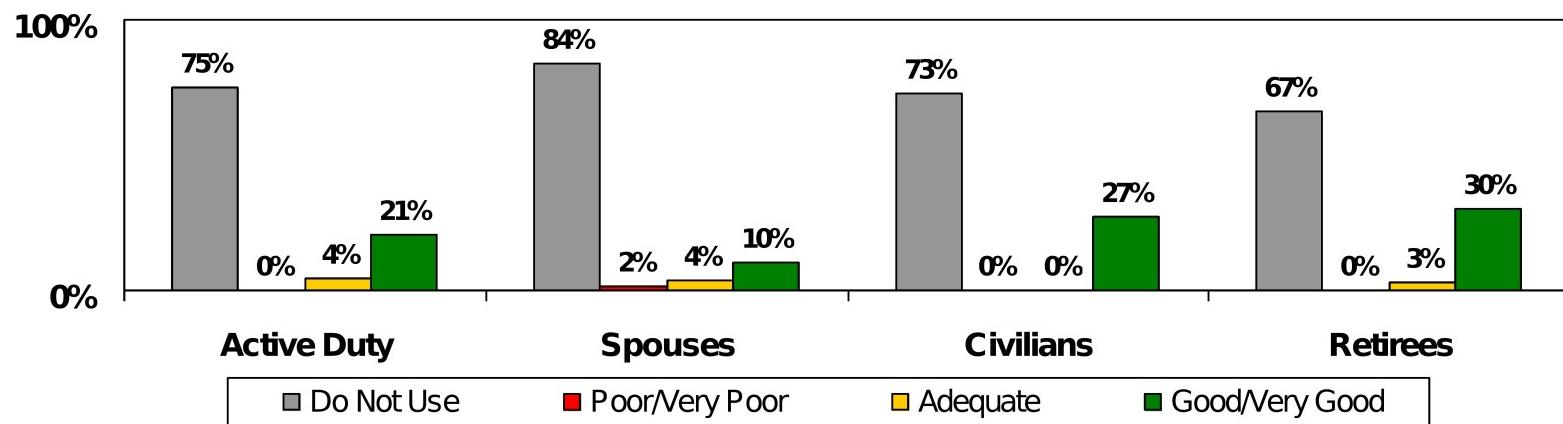
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Hunter Army Airfield

Quality of On-Post Services



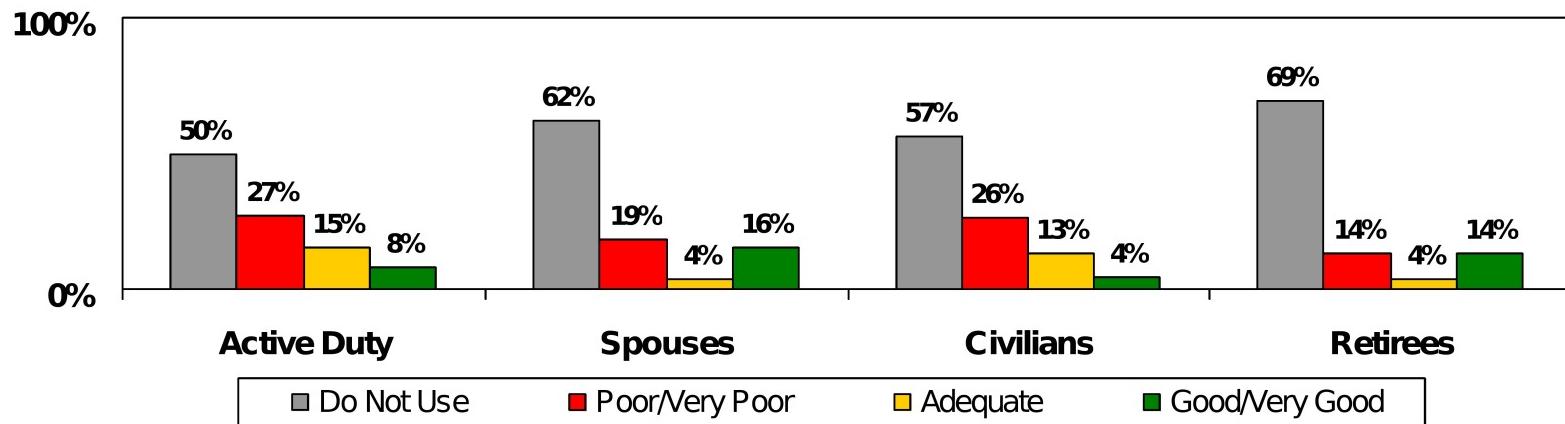
Quality of Off-Post Services



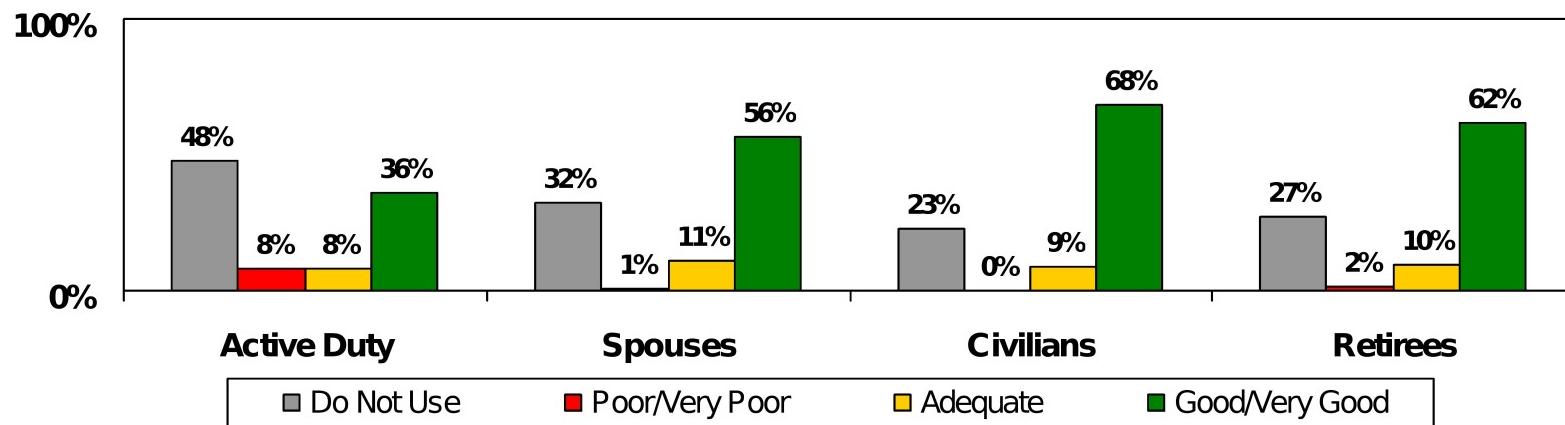
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

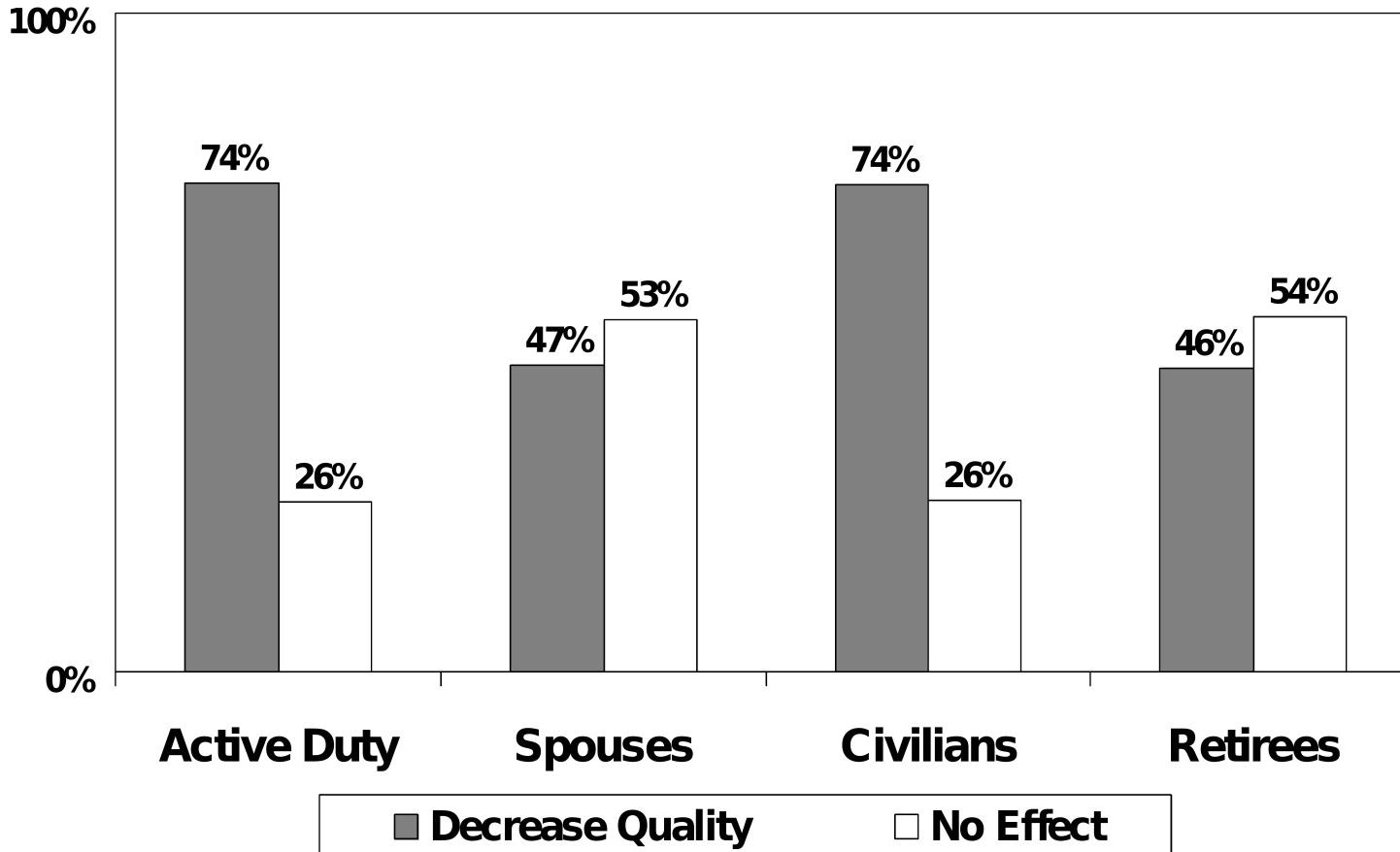


Quality of Off-Post Services



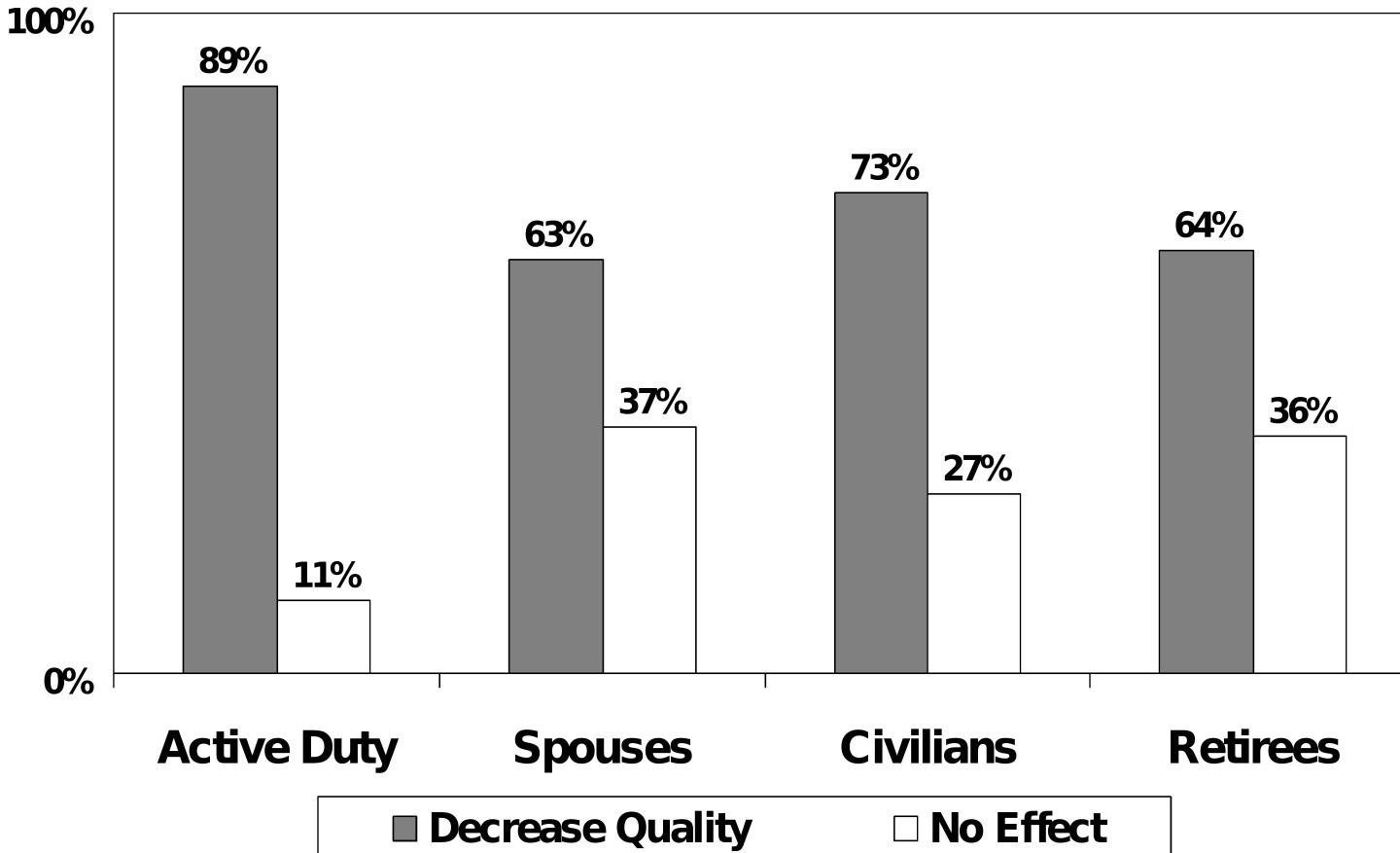
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Top 7 Activities/Programs

Army Lodging	68%
Fitness Center/Gymnasium	68%
Child Development Center	65%
Library	55%
Youth Center	54%
School Age Services	45%
Swimming Pool	43%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	73%
Car Wash	57%
Golf Course Pro Shop	50%
Bowling Pro Shop	49%
Cabins & Campgrounds	47%
Golf Course Food & Beverage	45%
Golf Course	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Hunter Army Airfield

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	19%	4%	29%	4%	8%
E-mail	12%	23%	42%	4%	17%
Friends and neighbors	15%	26%	33%	25%	26%
Family Readiness Groups (FRGs)	23%	39%	8%	3%	22%
Bulletin boards on post	19%	17%	38%	27%	23%
Post newspaper	31%	13%	42%	29%	23%
MWR publications	12%	10%	38%	16%	15%
Radio	4%	2%	8%	7%	4%
Television	4%	2%	13%	8%	5%
My child(ren) let(s) me know	0%	1%	0%	1%	1%
Other unit members or co-workers	23%	8%	42%	6%	12%
Unit or post commander or supervisor	27%	4%	13%	2%	7%
Marquees/billboards	12%	5%	17%	12%	10%
Flyers	15%	15%	58%	21%	21%
Other	4%	15%	0%	18%	14%
I never hear anything	42%	23%	4%	24%	23%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	75%	74%
Better Opportunities for Single Soldiers	50%	N/A
Army Community Service	62%	51%
MWR Programs and Services	72%	69%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	44%	80%	20%
Outreach programs	44%	60%	40%
Family Readiness Groups	67%	71%	29%
Relocation Readiness Program	59%	71%	29%
Family Advocacy Program	63%	67%	33%
Crisis intervention	56%	60%	40%
Money management classes, budgeting assistance	59%	60%	40%
Financial counseling, including tax assistance	67%	67%	33%
Consumer information	41%	60%	40%
Employment Readiness Program	52%	67%	33%
Foster child care	37%	50%	50%
Exceptional Family Member Program	59%	67%	33%
Army Family Team Building	56%	60%	40%
Army Family Action Plan	48%	60%	40%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Hunter Army Airfield

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	38%	90%	10%
Outreach programs	31%	58%	42%
Family Readiness Groups	80%	94%	6%
Relocation Readiness Program	55%	85%	15%
Family Advocacy Program	56%	71%	29%
Crisis intervention	34%	46%	54%
Money management classes, budgeting assistance	50%	65%	35%
Financial counseling, including tax assistance	52%	77%	23%
Consumer information	15%	57%	43%
Employment Readiness Program	41%	56%	44%
Foster child care	10%	40%	60%
Exceptional Family Member Program	39%	79%	21%
Army Family Team Building	34%	68%	32%
Army Family Action Plan	23%	55%	45%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	56%	30%
Personal job performance/readiness	70%	39%
Unit cohesion and teamwork	46%	42%
Unit readiness	54%	49%
Relationship with my spouse	55%	34%
Relationship with my children	60%	31%
My family's adjustment to Army life	56%	45%
Family preparedness for deployments	70%	55%
Ability to manage my finances	46%	26%
Feeling that I am part of the military community	40%	45%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	75%	79%
Helps minimize lost duty/work time due to lack of child care/youth services	75%	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	75%	55%
Allows me to work outside my home	100%	74%
Allows me to work at home	75%	60%
Offers me an employment opportunity within the CYS program	33%	39%
Allows me/my spouse to better concentrate on my/our job(s)	100%	50%
Provides positive growth and development opportunities for my children	100%	80%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS

(BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	40%
Personal job performance/readiness	40%
Unit cohesion and teamwork	50%
Unit readiness	50%
Ability to manage my finances	40%
Feeling that I am part of the military community	40%
Relationship with my children (single parents)	40%
My family's adjustment to Army life (single parents)	40%
Family preparedness for deployments (single parents)	40%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	74%
Going to movie theaters	62%
Internet access/applications (home)	60%
Entertaining guests at home	60%
Going to beaches/lakes	49%
Walking	48%
Special family events	47%
Cardiovascular equipment	35%
Festivals/events	35%
Gardening	34%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	80%
Going to movie theaters	77%
Entertaining guests at home	71%
Internet access/applications (home)	68%
Going to beaches/lakes	60%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	69%
Internet access/applications (home)	61%
Going to movie theaters	58%
Entertaining guests at home	50%
Special family events	44%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	60%
Internet access/applications (home)	52%
Going to beaches/lakes	48%
Going to movie theaters	47%
Entertaining guests at home	41%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	71%
Internet access/applications (home)	50%
Entertaining guests at home	50%
Going to movie theaters	48%
Walking	47%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	8%
Softball	6%
Volleyball	5%
Soccer	5%
Self-directed sports tournaments	3%

Sports and Fitness

Walking	48%
Cardiovascular equipment	35%
Running/jogging	28%
Bowling	27%
Weight/strength training	27%

Outdoor Recreation

Going to beaches/lakes	49%
Picnicking	26%
Fishing	21%
Bicycle riding/mountain biking	20%
Camping/hiking/backpacking	15%

Entertainment

Watching TV, videotapes, and DVDs	74%
Going to movie theaters	62%
Festivals/events	35%
Attending sports events	33%
Live entertainment	30%

Social

Entertaining guests at home	60%
Special family events	47%
Night clubs/lounges	32%
Dancing	31%
Happy hour/social hour	28%

Special Interests

Internet access/applications (home)	60%
Gardening	34%
Digital Photography	31%
Automotive maintenance & repair	29%
Automotive detailing/washing	26%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	19%	N/A	19%
Bowling	18%	10%	27%
Reading	17%	N/A	17%
Study/self development	13%	N/A	13%
Cardiovascular equipment	13%	22%	35%
Multi-media (videos, DVDs, CDs)	13%	N/A	13%
Reference/research services	12%	N/A	12%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

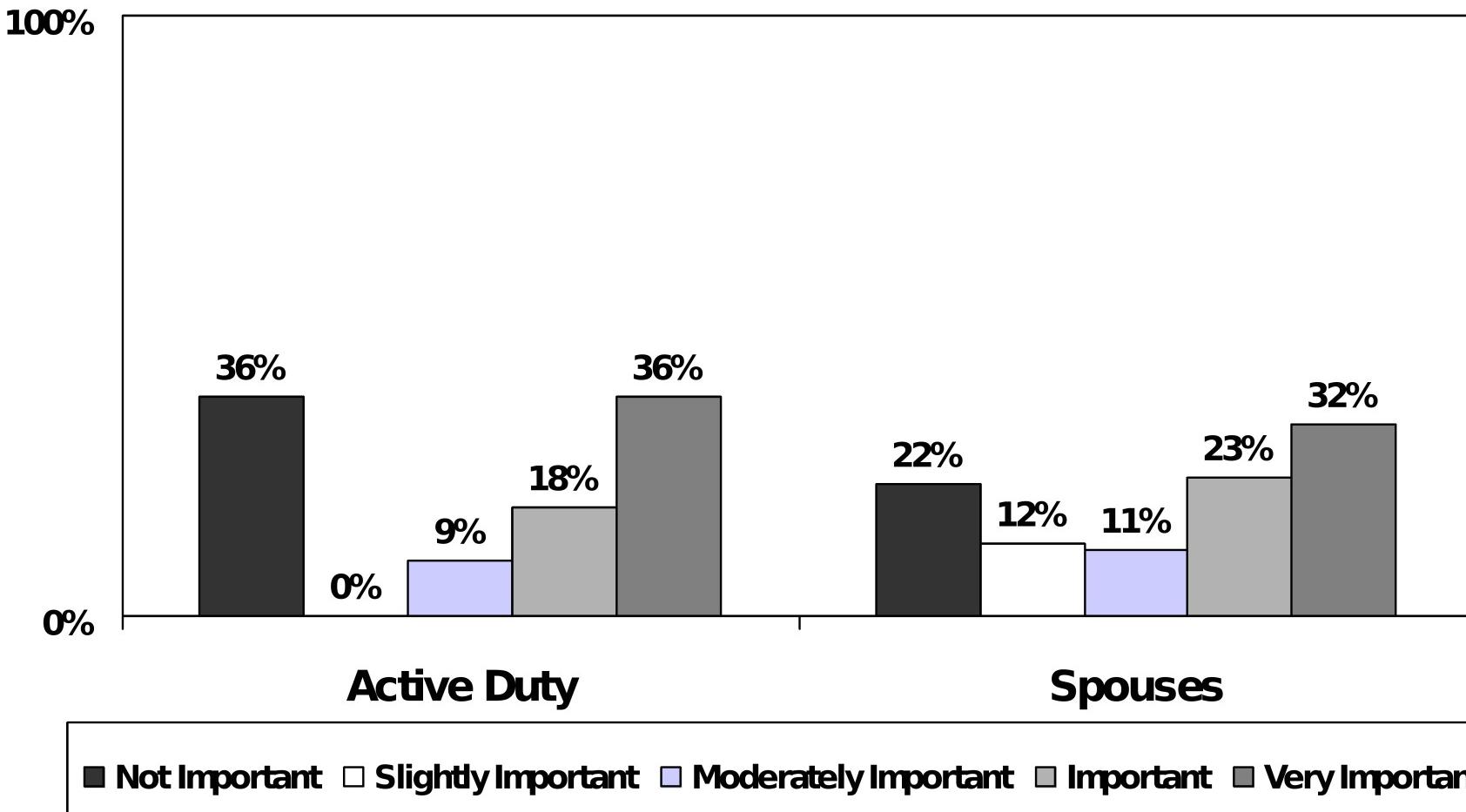
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	7%	50%	60%
Gardening	1%	4%	29%	34%
Digital photography	1%	8%	22%	31%
Automotive maintenance & repair	6%	13%	9%	29%
Automotive detailing/washing	1%	8%	17%	26%
Computer games	2%	2%	21%	24%
Trips/touring	1%	20%	0%	21%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

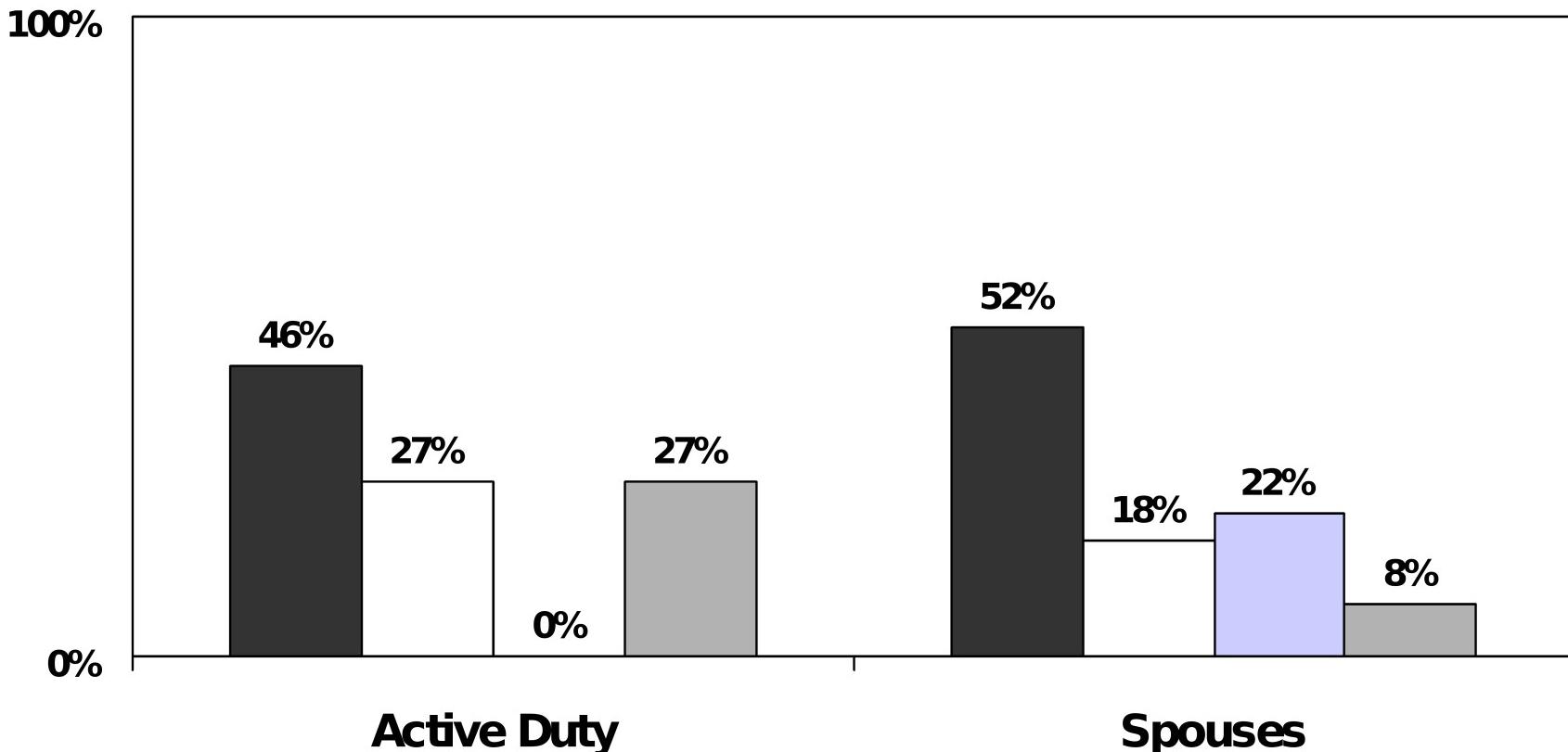
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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

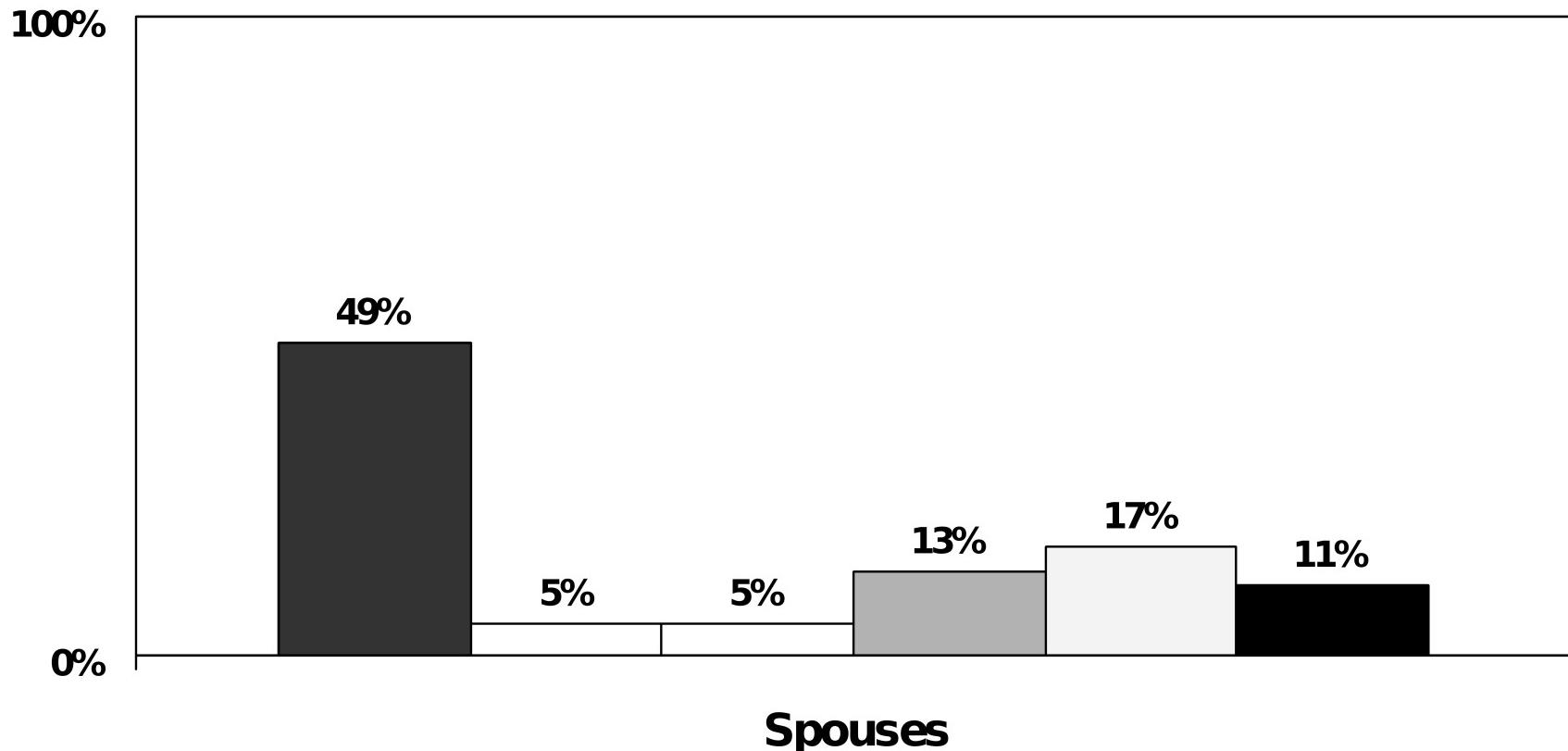
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■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	25%
Probably will not make military a career	17%
Undecided	33%
Probably will make military a career	8%
Definitely will make military a career	17%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	21%
Not Sure	34%
Yes	45%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)